# Hercules plc enters UK power sector with Advantage NRG acquisition to meet soaring grid demand



Hercules plc, a prominent UK technology-enabled labour supply company, has made a strategic move into the power and energy sector with its acquisition of Advantage NRG Ltd, a specialist provider of skilled linesmen for overhead electrical transmission lines. This acquisition, valued initially at £10.2 million with potential deferred and earn-out payments totalling up to £15.7 million, enhances Hercules’ position amidst the UK’s significant overhaul of its electricity network aimed at meeting soaring demand and achieving net-zero carbon targets.

Advantage NRG reported revenues of £11.1 million and an EBITDA of £1.7 million for the year ending February 2025, and operates with a workforce of around 155 skilled operatives from its base in Chorley, Lancashire. Crucially, the company brings a robust training capability and compliance framework that enables Hercules to further develop domestic talent and sponsor international specialists—important assets given the acute shortage of qualified workers in the sector.

This acquisition aligns with a broader wave of investment transforming the UK’s electricity infrastructure. National Grid’s recently published RIIO-T3 business plan outlines a staggering investment of up to £35 billion from 2026 to 2031, encompassing upgrades and expansions to double the UK's transmission capacity and boost connections for low-carbon energy sources. Complementing this, SP Energy Networks has unveiled plans to invest £10.6 billion in transmission enhancements across Scotland, including new substations and substantial upgrades to overhead lines and underground cables, aimed at connecting up to 19 GW of clean power.

Private sector involvement is also significant, with Iberdrola announcing a £12 billion UK investment programme over 2024-28 to enhance transmission and distribution networks, including major projects like the Eastern Green Link subsea cable that will bolster grid resilience and supply renewable energy for up to two million homes.

The UK government is actively supporting this energy transition through a £960 million green industry investment package alongside reforms to accelerate grid connections. These measures strive to reduce the time required to build high-voltage lines from 14 years to 7 and target unlocking up to 100 GW of capacity, underscoring the urgency to expand and modernise the electrical network for energy security and net-zero ambitions.

Against this backdrop, Hercules’ acquisition of Advantage NRG is well-timed, providing not only immediate operational capacity but also scalable training through the Hercules Academy, recently boosted by the purchase of Quality Transport Training Ltd. This supports a comprehensive M&A strategy geared towards sectors with long-term infrastructure demand, ensuring that Hercules can meet growing labour needs in this vital market. The acquisition is funded through existing cash and a £6 million loan from Wasdell Holdings Limited, linked to a Hercules non-executive director and shareholder, on terms deemed fair and reasonable by the company’s independent directors.

Hercules’ Chief Executive Officer, Brusk Korkmaz, emphasised the strategic importance of the deal, noting the growing demand for highly skilled labour as the UK furthers its investment in critical energy infrastructure. He highlighted Advantage NRG’s expertise in overhead electrical transmission and its alignment with Hercules’ broader goals, envisioning growth and significant contributions to the UK’s energy transition.

This acquisition not only marks a pivotal step for Hercules but also reflects the wider sectoral transformation driven by regulatory, government, and industry initiatives to upgrade the electricity networks—ensuring the UK’s energy system is fit for the future.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568), [[2]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 2 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 3 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568), [[3]](https://www.nationalgrid.com/media-centre/press-releases/riio-t3-business-plan-published-framework-deliver-most-significant-step-forward-uks-transmission), [[7]](https://www.nationalgrid.com/responsibility/our-environment/investment-in-decarbonisation)
* Paragraph 4 – [[4]](https://www.spenergynetworks.co.uk/news/pages/sp_energy_networks_publishes_106bn_plan_to_transform_transmission_network.aspx)
* Paragraph 5 – [[5]](https://www.iberdrola.com/press-room/news/detail/iberdrola-sets-out-12bn-investment-plan-at-uk-global-investment-summit)
* Paragraph 6 – [[6]](https://www.gov.uk/government/news/huge-boost-for-uk-green-industries-with-960-million-government-investment-and-major-reform-of-power-network)
* Paragraph 7 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)
* Paragraph 8 – [[1]](https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568)

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## Bibliography

1. <https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568> - Please view link - unable to able to access data
2. <https://www.directorstalkinterviews.com/hercules-steps-into-power-with-a-high-voltage-labour-move/4121204568> - Hercules plc, a UK-based technology-enabled labour supply company, has acquired Advantage NRG Ltd, a specialist labour supply company providing highly skilled linesmen for the construction and maintenance of overhead electrical transmission lines. This acquisition positions Hercules at the forefront of the UK's transformation of its electricity networks, driven by rising demand and the government's commitment to a net-zero future. The deal includes an initial cash consideration of £10.2 million, with potential additional payments based on future performance. Advantage NRG generated £11.1 million in revenue and £1.7 million in EBITDA for the year ending 28 February 2025.
3. <https://www.nationalgrid.com/media-centre/press-releases/riio-t3-business-plan-published-framework-deliver-most-significant-step-forward-uks-transmission> - National Grid has published its RIIO-T3 business plan, outlining an unprecedented investment of up to £35 billion over the five years to March 2031. The plan includes over £11 billion for maintaining and upgrading existing networks, alongside construction works for the first three Accelerated Strategic Transmission Investment (ASTI) projects. Additionally, around £24 billion is allocated for pipeline investment, including approximately £15 billion to increase network capacity, most of which relates to 14 further confirmed ASTI projects. This investment aims to double the UK's transmission capacity and support the connection of new low-carbon generation.
4. <https://www.spenergynetworks.co.uk/news/pages/sp_energy_networks_publishes_106bn_plan_to_transform_transmission_network.aspx> - SP Energy Networks has published a £10.6 billion plan to transform the transmission network, covering the next price control period from 2026-31. The plan includes delivering new and upgraded transmission infrastructure in central and southern Scotland, such as 12 new major transmission substations, 450 km of upgraded existing circuits, 87 km of upgraded overhead lines, and 35 km of underground cables. This investment aims to increase capacity on the GB transmission grid to meet demand, enhance network resilience, and connect up to 19 GW of new clean, green power to the grid.
5. <https://www.iberdrola.com/press-room/news/detail/iberdrola-sets-out-12bn-investment-plan-at-uk-global-investment-summit> - Iberdrola has announced a £12 billion investment plan in the UK over the years 2024-28, with around two-thirds dedicated to transmission and distribution electricity networks. This includes the £2.7 billion Eastern Green Link 1 (EGL1) subsea transmission cable, which received regulatory approval in November 2023. Construction of EGL1 will begin in early 2024, and when completed, the link will transport enough clean renewable energy to power up to 2 million homes and increase the resilience of the UK's transmission grid.
6. <https://www.gov.uk/government/news/huge-boost-for-uk-green-industries-with-960-million-government-investment-and-major-reform-of-power-network> - The UK government has announced plans to speed up connections and increase grid capacity to boost energy security, alongside a £960 million investment in green industries. The package includes measures to halve the time it takes to build high-voltage power lines from 14 years to 7, aiming to release up to 100 GW of capacity. Properties closest to power infrastructure could benefit from up to £1,000 a year off electricity bills. The investment also supports economic growth and reinforces the UK's position as a leader in low-carbon energy.
7. <https://www.nationalgrid.com/responsibility/our-environment/investment-in-decarbonisation> - National Grid plays a crucial role in enabling and accelerating the transition to clean energy. In the UK, electricity demand is expected to increase almost 50% by 2035 and more than double by 2050. Network investment is vital for connecting new low-carbon power generation needed to meet this increase in demand. National Grid expects to invest approximately £51 billion in green infrastructure and projects in the five years leading up to March 2029, with around 81% of the Group's capital expenditure aligning with EU Taxonomy principles for sustainable investment.